FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00050113-A **Type of Permit:** FILMING **Release Date:** 03/14/2012

Production Company PICTURE FARM II LLC

Insured Company Name PICTURE FARM II LLC

Contact Phone No. 1 718-218-8001
Contact Phone No. 2
Fax
Address 144 North 7th Street
BROOKLYN, New York 11211

Production Title TEMPUR-PEDIC WEB COMMERCIAL

Type of Production Commercial - Internet

Producer James Reid

Director Chris Bren

1st AD James Reid

Production Manager James Reid

FilmL.A. Coordinator Erica Wade

Location Manager James Reid
Primary Phone Mobile - 310-770-3121
Secondary Phone

Location Assistant Scarlett Lam
Primary Phone Mobile - 917-693-3137
Secondary Phone

Fees

LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00

Total Permit Fee $450.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Location 1 of 1

Permit Number F00050113-A
Production Company PICTURE FARM II LLC
Insured Company PICTURE FARM II LLC
Production Title TEMPUR-PEDIC WEB COMMERCIAL

Location Manager James Reid
Primary Phone Mobile - 310-770-3121
Secondary Phone

Location Address 835 Academy Rd, Los Angeles, CA, 90012

Location Name ELYSIAN PARK

Location Type Park

Film Dates 3/14/2012 - 3/14/2012 08:00 - 15:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Elysian Section 4.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Cube Trucks	1
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	9

Filming Activities Camera on sticks; Exterior establishing shots; Exterior motion without sound; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 594 **Grid:** G6

Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Isabel Molina
LOS ANGELES POLICE DEPARTMENT — Mark Buck

Coordinator Note NO RAPG MONITOR REQUIRED

ELYSIAN PARK DR TRIAL & SOLANO SECTION 9 PLAYGROUND AREA

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

ELYSIAN PARK – SECTION 4/6 PARKING LOT

- **Approved filming at Solano Cyn Section 9 playground area.**
- **May start film only from 11am, at Section 9, per watering day.**
- **Approved filming on grass area at sec: 4, and traveling up to Elysian park Dr Trail.**
- **OK Crew parking only at Elysian Park Sec # 4 parking lot.**
- **MUST leave 14 spaces to the public at Section 4.**
- **Section 4 is the parking lot/area on Stadium Way and Academy.**
- **Must allow all maintenance and emergency vehicles to the cul-de-sac if needed.**
- **NOT allowed to close off entrance/exit to Elysian Park – Section 4.**
- **NOT allowed to close off any access areas to and from Elysian Park.**
- **Must be able to allow maintenance the use of road when necessary.**
- **MUST maintain access to dumpsters.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.

NO PERMIT

- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-50113
PICTURE FARMS - TEMPUR-PEDIC
(ELYSIAN SEC 9-PLAYGOUND & ELYSIAN PARK DR – TRAIL)

NOT A PERMIT

NOT A PERMIT